



REQUEST FOR PROPOSAL

For: Rhode Island Tourism Economic Impact Analysis

The Rhode Island Commerce Corporation (“the Corporation”) is soliciting a Request for Proposal from firm or firms qualified to create a model for measuring the economic impact model of travel and tourism to the state of Rhode Island.

Project Overview

The objective of this Request for Proposal (RFP) is to solicit proposals from qualified vendors to create a model for measuring the economic impact model of travel and tourism to the state of Rhode Island.

Background

Dedicated to stimulating economic growth in Rhode Island, the Commerce Corporation is a customer service-focused agency that invests in Rhode Island’s businesses. By helping to navigate the public sector, providing financing vehicles, deploying state incentives, and investing in networking opportunities, the Commerce Corporation is in the business of business.

A quasi-public agency, the corporation serves as a government and community resource to help streamline the business expansion in, and relocation to, Rhode Island. The agency assists companies with commercial real estate, business financing, workforce training and other relevant issues.

SCOPE OF WORK

Program Overview and Background

The Commerce Corporation is seeking a vendor to create an economic impact model of travel and tourism to be updated on a periodic basis. The economic impact model should incorporate a consistent methodology that communicates the value of the tourism industry to the State of Rhode Island that can be tracked over time at the state level and regional levels.

The Economic Impact of Travel and Tourism study should include:

- Visitor volumes by major segment (domestic business/leisure, domestic day/overnight) from a syndicated survey provider as well as international volume estimates
- Direct travel spending in Rhode Island with breakout of spending by visitor segment (domestic/international, business/leisure) and by spending category (lodging, recreation, food & beverage, transportation, shopping, etc.)
- Indirect and induced impacts on business activity and Gross State Product
- Direct, Indirect and Induced Employment Supported by Travel
- Direct, Indirect and Induced Travel Generated Payroll Income in Rhode Island
- Contribution of Travel on federal, state, and local tax receipts with detail by type of tax

- Regional analysis for Rhode Island regions, including:
 1. Blackstone Valley
 2. Block Island
 3. Newport & Bristol County
 4. Providence
 5. Warwick
 6. South County
 7. East Bay (Bristol County)

The economic impact study will include a report on the economic impact of travel to Rhode Island for calendar year 2015 and provide comparable data for the previous four years.

The methodology developed shall be detailed in the appendix of the final report in language that can be clearly understood by non-technical readers. The vendor shall notify the Commerce Corporation, in writing, if there are any concerns with data sources or any other issues with the methodology and recommend solutions prior to the due date for each deliverable based on the timeline agree upon by all parties.

Vendor Capabilities & Qualifications

Responses must include the following:

- Describe the research methodology and model to be used.
- Describe the type of economic impact model you propose to measure the economic impact of traveler spending in Rhode Island and data sources to be included.
- Explain why this model provides the most accurate and reliable estimates of visitors' spending and economic impact of travel and tourism at the state level.
- Provide details on how you will include visitors spending data provided by Rhode Island to sales tax, hotel tax, or other similar data.
- Provide details on how regional analysis will be conducted and what data sources will be used.
- Describe workflow processes and proposed timeline to meet project evaluation dates. Provide a schedule, timeline, and anticipated deliverables assuming project timeline of 30-45 days, commencing at receipt of contract.
- Describe the work required/responsibility of the Commerce Corporation staff.
- Provide any other information you believe is relevant to this project.

Pricing Information

Rhode Island requests each vendor to provide detailed pricing for services outlined in the RFP. Response must include:

- Details on any expense or out of pocket costs anticipated with this project.

- Detailed project pricing.
- Include the cost to provide five years' historical data for whichever methodology you propose to estimate visitor spending and the economic impact of travel and tourism in Rhode Island.
- Include data costs from syndicated domestic travel data provider

Additional information and backup detail should be included as appropriate with your proposal.

EVALUATION CRITERIA

Description	Percentage
Past Experience	40%
Organization and Staffing	10%
Description of Approach	30%
Monitoring & Quality Control	10%
Cost	10%
Total	100%

Proposal Requirements

Vendor Overview

- Provide company name, mailing address, and phone number.
- Brief background on the company. Include information that makes your business qualified for this project. Include your company's experience with economic impact studies. Provide specific examples of similar projects, especially in tourism and hospitality.
- Provide the experience of all the members who will be assigned to this project, their professional credentials, and how much each person with contribution to the project. The Commerce Corporation prefers your company to dedicate qualified professional staff that who are results-driven with a minimum of ten years' experience in tourism research, economic impact research, analyses reporting, research design, and project management to this project. A dedicated account manager(s) will need to be appointed as a primary day-to-day contact.
- Submit complete contact information for at least three references sufficient to independently establish the qualifications and expertise of the work team proposed to execute this project. Specifically list any experience with projects similar to one in this proposal or similar to those done for other travel entities. These references should include a contact name, phone, e-mail, dates of service and a brief synopsis of the project.
- Describe specific knowledge of Rhode Island tourism and familiarity with Rhode Island travel destinations.

- Detail company location that will be used to support the Commerce Corporation account and the business nature of the location's operation.
- Describe commitment and procedures in delivering flawless service to your clients.

Current Customer References

Please provide contact information for at least three current clients that the Commerce Corporation can contact. Wherever possible, please include travel industry or destination marketing clients as references. For each reference, please indicate the following:

- | | |
|-------------------------|-------------------------|
| *Contact Name and Title | *Contact Vendor Name |
| *Contact Phone Number | *Industry of Client |
| *Service Description | *Length of Relationship |

Contract

The contract terms shall be defined by a written agreement, which shall be binding when fully executed by both parties. Responses to the RFP may be incorporated by reference in the written agreement and may become an integrated part of the final contract. Agreements will be customized through negotiations, and Rhode Island's basic terms and conditions and business requirements will be embodied in this contract.

The desired relationship is one marked with a commitment to consistent quality service and continual improvement for the contract processes and services. Therefore, any final agreement will include specific service level and performance standards requirements.

Notifications:

Equal Employment Opportunity (RIGL 28-5.1) – 28-5.1-1 Declaration of policy – (a)Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island State government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of State employment. This policy applies to all areas where the State dollar is spent, in employment, public services, grants and financial assistance, and in State licensing and regulation. For further information, contact the Rhode Island Equal Opportunity Office at (401) 222-3090.

In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact business in the State until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). This is a requirement only of the successful contractor.

Administrative Proposal Elements

1. Acknowledgement of the Conflict of Interest Affidavit requirements under RI General Laws 36-14-6.
2. Acknowledgement that a Certificate of Good Standing from the Rhode Island Division of Taxation will be delivered to the Corporation upon award.
3. A listing of all current and on-going contracts.
4. A disclosure of all outstanding financial obligations with the State of Rhode Island.
5. The Commerce Corporation will not provide any reimbursement for any cost associated with the development or presentation of a proposal.

Responses to this RFP are due by Thursday, November 10, 2016 by 2:00pm. One (1) electronic (PDF) version and five (5) printed copies of the complete proposal must be mailed or hand-delivered in a sealed envelope marked:

Rhode Island Commerce Corporation
Attention: Rhode Island Tourism Economic Impact Analysis RFP
315 Iron Horse Way, Suite 101
Providence, RI 02908

Note: No phone calls and late responses will not be accepted and responses received via electronic submission only will be disqualified.

Questions, interpretations, or clarifications concerning this RFP should be directed by e-mail to marketing@commerceri.com no later than 4:30pm on November 2, 2016. Responses to questions, interpretations, or clarifications concerning this RFP will be posted online via addendum at www.commerceri.com and www.purchasing.ri.gov by November 4, 2016 to ensure equal awareness of important facts and details.

The Rhode Island Commerce Corporation reserves the right to terminate this solicitation prior to entering into any agreement with any qualified firm pursuant to this Request for Proposal, and by responding hereto, no firms are vested with any rights in any way whatsoever.

The Rhode Island Commerce reserves the right to reject any or all bids for not complying with the terms of the request for proposal. Rhode Island Commerce also reserves the right to negotiate with the selected bidder in the event that the lowest responsive and responsible bid price exceeds available funds. Any bid may be withdrawn prior to the above scheduled time for the opening of bids or authorized postponement thereof. Any bid received after the time and date specified shall not be considered. No bidder may withdraw a bid within sixty (60) days after the actual date of the opening thereof.